

**ABSTRACT**

[00040] A method and apparatus for providing frame re-transmission in a broadcast communication system. Frame re-transmission is accomplished only when a predetermined number of negative acknowledgement messages are received with respect to one or more data frames. The predetermined number may vary in accordance with various operating parameters, such as the latency of the transmission and/or the number of wireless communication devices currently receiving a broadcast transmission.

09898347, 07/02/01